

43RD GRADUATION SHOWCASE



RAFFLES COLLEGE OF HIGHER EDUCATION



MUSE



The power of imagination provides the creative possibility of inventing the future.

Muse is an inspiration that allows people to reach ever greater artistic and intellectual heights, from picking up a pen to building the seven wonders of the world. Its role in one's artistic success has been cultured since the beginning of Greek mythology.

43rd Raffles Kuala Lumpur graduation, muse is one of the primary key factors that contribute to many masterpieces created by our talented graduates. From chic and fashionable garments to amazingly produced visuals. Raffles Kuala Lumpur believes, ***"Every great dream begins with a Muse."***

Innovation begins with you. You can be a muse too!

66

# COLLEGE DIRECTOR

Congratulations to our 43rd cohort of graduates on the successful completion of their Certificate, Advanced Diploma, Diploma and the Coventry University Bachelor's degree programmes.

"MUSE" is the theme for our April 2020 Graduation Book.

*As a verb, to **muse** is to consider something thoughtfully. As a noun, it means a person — especially a woman — who is a source of artistic inspiration. In Greek and Roman mythology, the **Muses** were nine goddesses who symbolized the arts and sciences. Today, a **muse** is a person who serves as an artist's inspiration.*

In the context of the Muse, the success of our students, graduates and alumni serves as our inspiration to deliver cutting-edge courses for our future generation.

Raffles Kuala Lumpur is a leader in personalised learning through our industry relevant courses. We monitor trends and develop strategies through investments in curriculum and pedagogy to ensure that our students are always well prepared for the future.

Our graduates with their distinct qualities set them apart from their peers - as assets to employers and as individuals who are ready to compete in the global market.

A firmly rooted belief in Raffles is that Success is not a coincidence, "Success is by Design".

#RKL  
**DAVID LIEW**

**4** FASHION DESIGN  
Advanced Diploma

**50** FASHION MARKETING & MANAGEMENT  
Advanced Diploma

**60** DIGITAL MEDIA | VISUAL COMMUNICATION  
Bachelor Degree | Advanced Diploma

**68** INTERIOR ARCHITECTURE & DESIGN | INTERIOR DESIGN  
Bachelor Degree | Advanced Diploma

**82** JEWELLERY DESIGN  
Advanced Diploma

**87** CERTIFICATE IN DESIGN  
Certificate

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# FASHION DESIGN

04

The aim of our Fashion Design programme at Raffles Kuala Lumpur is to develop young fashion designers to have a myriad of competencies to work independently as fashion design entrepreneurs.

Our goals is achieved through:

1. Applying necessary knowledge on advanced conceptual and creative thinking skills to solve design problems.
2. Using a series of techniques and design methodology to create, present and argue innovative ideas for contemporary fashion design.
3. Allowing students to apply the knowledge of design history and theories in an assortment of disciplines to design research and critiques.



MUSE 2020 Photo Shoot



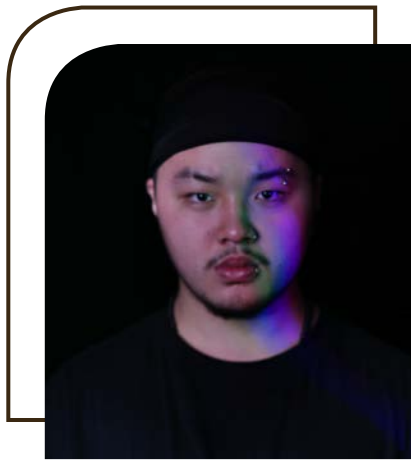
Stylo Collaboration

05



Open Day Fashion Workshop

Malaysia  
lo.ian406@gmail.com

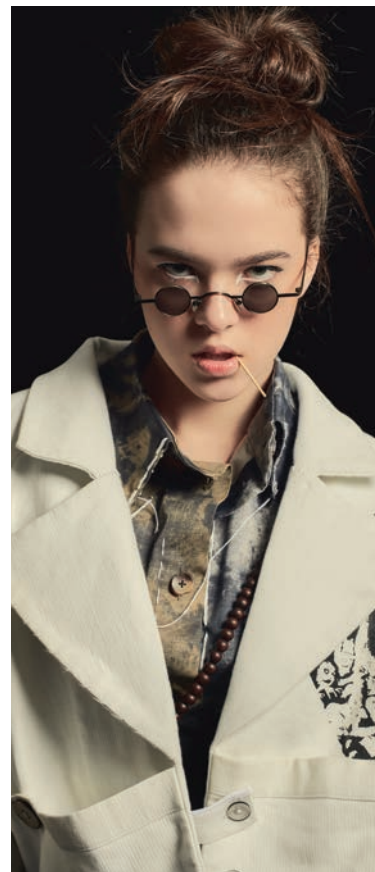


# IAN LO WAI LOON

06

## REALITY

Reimagining ourselves can be the definitive step to changing our world.



07

ADVANCED DIPLOMA



FASHION DESIGN

ADVANCED DIPLOMA

Malaysia  
leeshertienne@gmail.com



# LEE SHERTIENNE



FASHION DESIGN

## INTUITIVE INSIGHT

We see but we don't notice.

Malaysia  
chindianyong@gmail.com

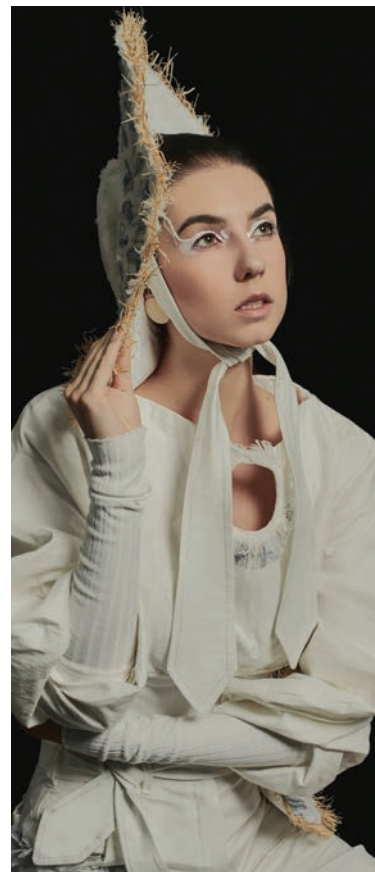


# YONGER CHIA DIAN YONG

10

## HER

It's pure, organic, eternal – That's LOVE  
The love that never ends is the love  
from HER.



FASHION DESIGN



FASHION DESIGN

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# NADYA FAUSTINE



## EXOUSIA

The boldness of iron ripples in reflection through the colours permeated within the heart of the collection. The design acts as a canvas that embodies the breaking of absolute boundaries between the role of masculinity and femininity as a fighter.



Malaysia  
kwdaniel23@gmail.com



# DANIEL PANG KAH WAI

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## DEFIANT

Modern takes on a rebellious stage.



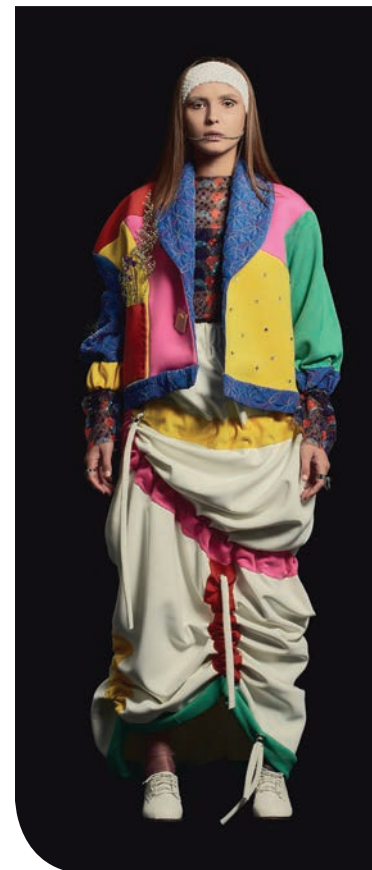
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Malaysia  
nazlea.nizam@gmail.com



# MIZA NAZLEA BINTI MOHD NIZAM



## no place

Living in a utopia is portrayed as having the freedom to express, but there is always a fine line of how creative one can be without being judged.

Malaysia  
zylee0916@gmail.com

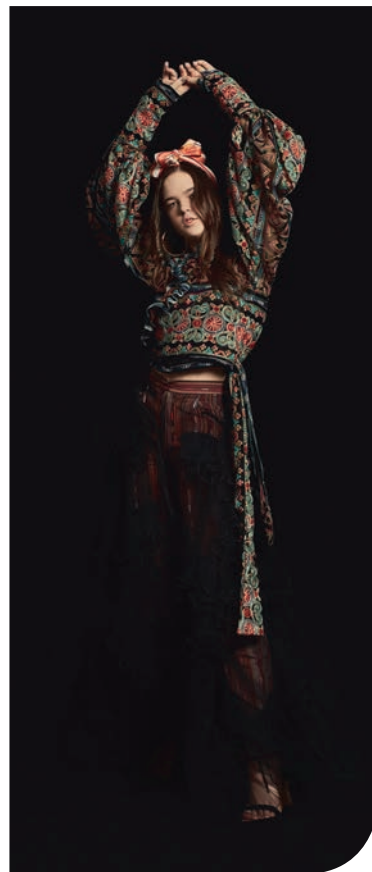
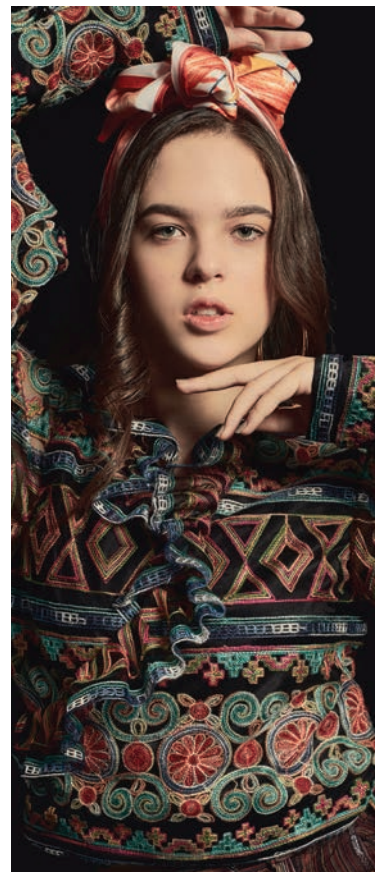


LEE  
ZHI YAN

ENCHANTED  
WANDERLUST

"We are all wonderers on this earth. Our hearts are full of wonder, and our souls are deep with dreams"

– Gypsy Proverb





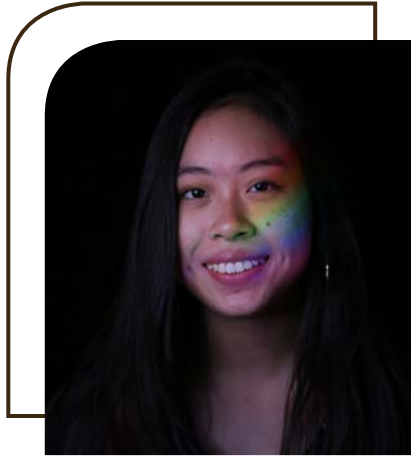
# PHOON KIT YENG BERNICE



## GLOWING INCENSE

Messy mind, slumped shoulders  
Heavy backs and tensed muscles.  
Let it fall, let it be  
Tonight I'll light an incense on my altar.

Malaysia  
gwenwoowenqing@gmail.com



# GWEN WOO WENQING

## ATHENE NOCTURN

Should femininity someday walk the earth in all her glory, let vulnerability and acuity walk with her.





VERONICA KUA  
XIANG-JUINN



**ildsted**

Home, where warmth resides.  
Alone but safe.

Malaysia  
nicole.berry0609@gmail.com

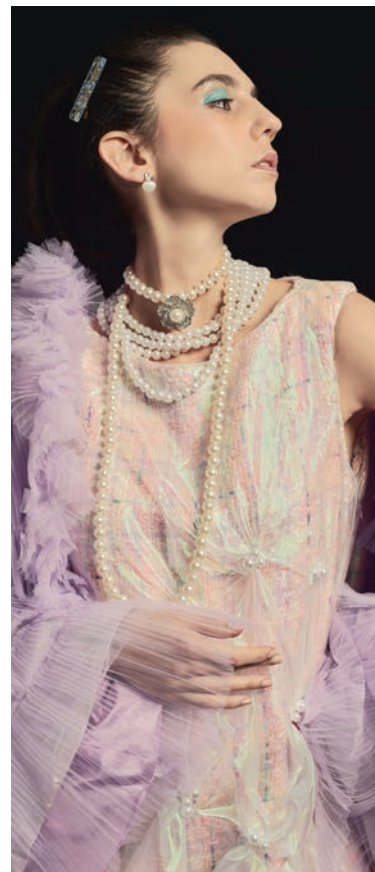


# NICOLE NG NIC CAE

## DREAMSCAPE

In vision of the dark night,  
Humans have dreamt of joy departed  
But a walking dream of life and light  
Hath left humans broken-hearted.

Dreamland, an escape from reality,  
somewhere that is simply addictive  
and intriguing with a mix of love and  
passion, a place where no rules are  
applied, no sad endings only  
happy endings.





# CHIA JIA YI



## AFTER GLOW

I've been wondering the streets for  
twenty years of the dark, and now  
I am wide awake and the reflections  
I capture are brighter.



Malaysia  
aliyaabubakar@yahoo.com

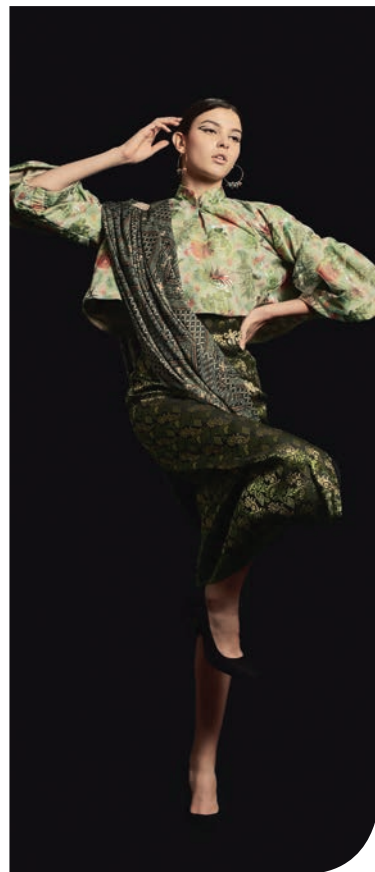


# ALIYA BINATI ABU BAKAR

30

## KETURUNAN

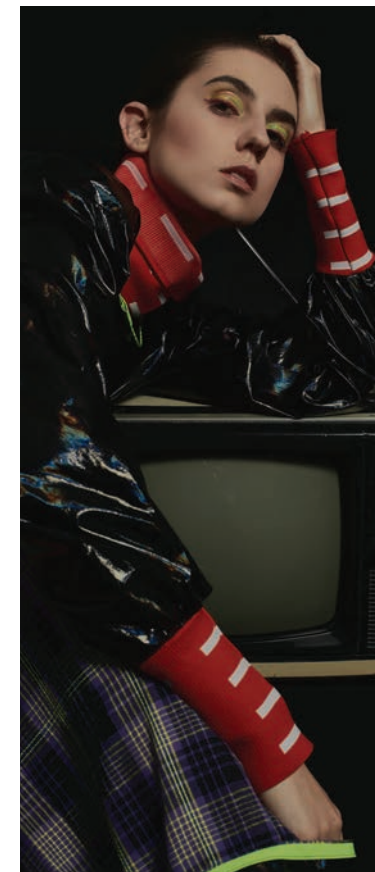
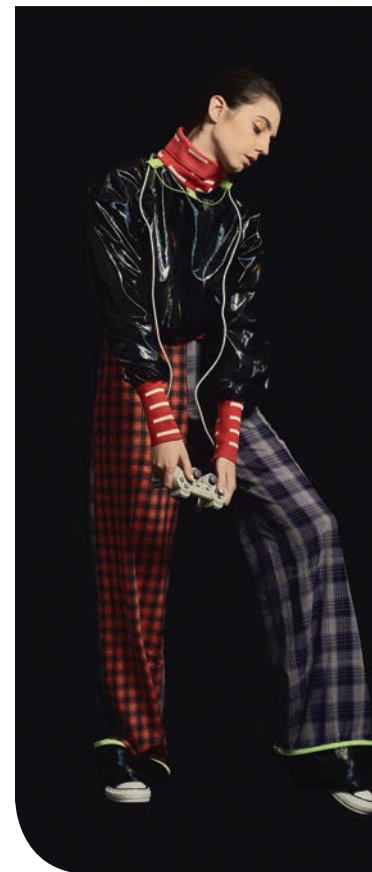
Abandoned if not embraced.



31



# LAI WEN XIN



## REWIND

There are times when all we want is to  
 Play the laughter,  
 Pause the memories,  
 Stop the pain and  
 Rewind the happiness.

Malaysia  
valeriecheahxinwei@gmail.com



# VALERIE CHEAH XIN WEI

## AFTERLIFE

The untold story behind the end of human cycle leads to an art form of celebration.





# CARMEN PEK JIA WEN



## THE FORSAKEN ONES

"Step into the structure of my mind,  
into the depths of what's been  
left behind"

– Danyel Woodring

Malaysia  
ngml0704@gmail.com



# NG MEI LIN

## LOST SOUL

Ever since your disappearance,  
I struggle with my sense of reality  
"I know you are here"  
– but it's only in my head.





40

Malaysia  
limhuiyu024@gmail.com



# LIM HUI YU

41



## LEAP

A leap ahead  
Into the mist of the unknown  
Let the excitement drown your fear  
And live the moment

Saudi Arabia  
anwaar.alobidan@gmail.com

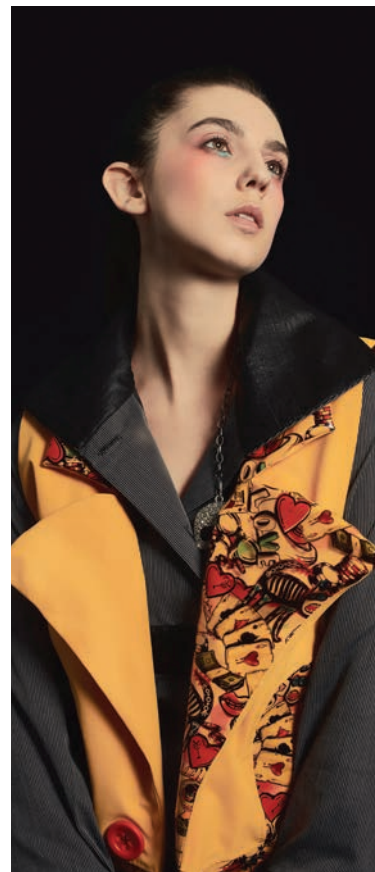


# ANWAR ALI ALOBIDAN

## RESILIENCE

"It's not our differences that divide us,  
it's our inability to recognize, accept,  
and celebrate those differences"

– Audre Lorde





Malaysia  
tanjiawern@gmail.com



# TAN JIA WERN



## SPACEDOUT

Error 503:  
Future temporarily unavailable



Malaysia  
najlasamshul@yahoo.com



# NAJLA BINTI SAMSHUL KAMAR

46

## P.O.V.

A reaction against society's status quo.



47



Malaysia  
bryantiongg@gmail.com



# BRYAN TIONG SHIUN CHANG



## ETERNAL METAMORPHOSIA

Ever thine  
Ever mine  
Ever ours.

# FASHION MARKETING & MANAGEMENT

*"Of course I make mistakes. I'm human. If I didn't make mistakes, I'd never learn.  
You can only go forward by making mistakes."  
- Alexander McQueen*

Fashion is forever changing; being sustainable maybe now, being transparent maybe in the future. You are either going to continue studying, or start working – either way, be ready to challenge the unknown areas.

You may fret, you may try to avoid it, and you may question yourself whenever you have unconventional ideas. But the simple truth is – no great success was ever achieved without failure. It may be one epic failure or a series of failures, such as when Yohji Yamamoto attempted to create his high-end fashion house in Japan or Prada being the last luxury brands to enter China's market. They have all success with trials and errors. But whether you like it or not, failure is a necessary stepping stone to achieve your dreams. Stay calm and keep trying.

*Congratulations to the graduates!*

FASHION MANAGEMENT FACULTY



### **Innovation & Technology Field Trip**

Product development, design aesthetics, merchandising and sustainability are essential topics covered in the Fashion Management courses.



### **Global Sustainable Sourcing Research**

Site visits to manufacturing factories are one of the educational methods to comprehend the fashion supply chain system involved from raw materials to end-users.



### **Product Development and Event Management**

Consistent live projects with the industry partners, allowing students to develop crucial professional skills and work experience prior to graduation.



**CHEW  
QIAN WEN**

Malaysia  
qianwen0626@gmail.com

**KHOO  
LI WEN**

Malaysia  
liwxninn@gmail.com

**LABIBA  
BARI**

Bangladesh  
labiba\_bari@hotmail.com

**FANG  
CINDY**

Malaysia  
cindyfang515@gmail.com

**YAP  
KAI SWING**

Malaysia  
elliseyap05@gmail.com

**RACHEL  
FRANK LEMA**

Tanzania  
rachelfrankie84@gmail.com

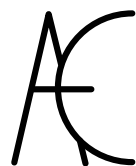
**VISION**

A.C.E. aims at bringing forward fashionable clothes that can be worn at any occasion. More importantly is to create products that will make our consumers feel comfortable and confident.

**MISSION**

To change the perspective of adaptive clothing to be known as boring and non-inclusive, A.C.E. is missioned to providing products that are considered mainstream in fashion but still maintains adaptive features that will serve different consumer's needs in Malaysia.

A.C.E. stands for Adaptive, Confidence and Equality – the first fashion - adaptive brand to be launched in Malaysia. The brand focuses on bringing inclusivity towards the differently abled community into the fashion industry. This collection includes Ready-To-Wear clothes that are fashionable, yet innovative, thus bringing a sense of independence into their daily routine.



Adaptive Confidence Equality





**VISION**  
By.Ardent aims to enforce and promote individualistic among women through attitude and attire.

**MISSION**  
By.Ardent provides women formal wear that match effortlessly and confidently to endeavor daily challenges in their career.

By.Ardent is a formal wear brand that empowers women through the way they dress. In order to bring out individuality and self-confidence, By.Ardent offers a one-stop station wardrobe for their customers to effortlessly mix and match pieces that they desire with the variety of colors that highlights consumers personality and style.



**SURYA PRASAD  
A/L GANESH**

Malaysia  
suryaprasad04@gmail.com

**NICOLE WONG  
PEI CHING**

Malaysia  
nicolewong2509@gmail.com

**AMIRAH NAJIHAH  
BINTI AHMAD NIZAM**

Malaysia  
amirahnajihah628@gmail.com

**NG  
SEE KEE**

Malaysia  
ngseekeex@gmail.com

**THUNG  
KE XIN**

Malaysia  
thungkexin0301@gmail.com

**BY.ARDENT**



**VISION**

Flowercloud's vision is to impulse the childrenswear market in Malaysia with versatility and prolonged childrenswear lifecycle with genderless and "Pass-It-On" community.

**MISSION**

Flowercloud's mission is to encourage sustainability and waste reduction from the fashion industry.

Flowercloud is a genderless childrenswear brand based in Kuala Lumpur, Malaysia. The brand established in 2020 to provide parents with genderless clothing for their children fun, playful and educational elements are embeded into the products through convivial designs and graphics.



**TEE  
KAI YUAN**

Malaysia  
kaiyuan19999@gmail.com

**GOH  
JIA WEI**

Malaysia  
gohjiawei6659@gmail.com

**NG  
ZHI EN**

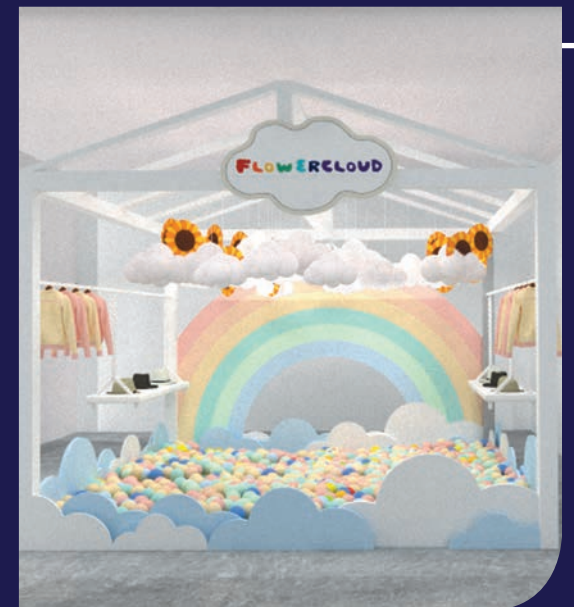
Malaysia  
zhien917@gmail.com

**LIONG  
BOON MENG**

Malaysia  
b.mengl23@hotmail.com

**ONG  
JUN SHENG**

Malaysia  
frake5.00@hotmail.com





**VISION**  
WIRA aims to continuously develop functional field-wear that are sourced sustainably and ethically.

**MISSION**  
WIRA understands that the entire economy is turning green and moving forward into sustainable development; its mission is to be an action which has remained scarce until now.

A sustainable design visionary – WIRA's collection are reconstructed used-tents and uniforms that are salvaged from army camps, which will then be crafted into garments by means of technical pattern work and functional design. It's a tribute to The Malaysian Armed Forces before Malaya achieved its independence in 1957.



**YAP  
QIAO YING**

*Malaysia*  
[qiaoying46@gmail.com](mailto:qiaoying46@gmail.com)

**YAP  
WEI RONG**

*Malaysia*  
[weirong57@gmail.com](mailto:weirong57@gmail.com)

**WAN  
CHENG HUAN**

*Malaysia*  
[eunice-wan2000@hotmail.com](mailto:eunice-wan2000@hotmail.com)

**LEE  
CHUNG HIN**

*Malaysia*  
[hin31099@gmail.com](mailto:hin31099@gmail.com)

**WIRA**

# DIGITAL MEDIA & VISUAL COMMUNICATION

*You did it.  
You got through it.*

You have worked long and hard for many years, and deserve the recognition you are receiving as you hold the key to success.

Sending you a sky full of stars and light up your path. May the future ahead of you be brighter than today.

***Congratulations!***



### **Maker Faire Shenzhen**

Students were on an international field trip with their lecturer to Maker Faire Shenzhen!



### **Industry Presentation**

Students were pitching their final major project to Bina Warehouse.



### **iNyala**

Lee Sue Ann, winner of the iNyala grand award for Best of Show and also the Crowd Favourite for the Time Machine, a giant snake game.



### **International Busan Design Awards (ibda)**

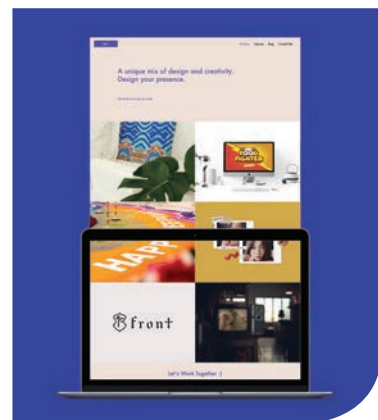
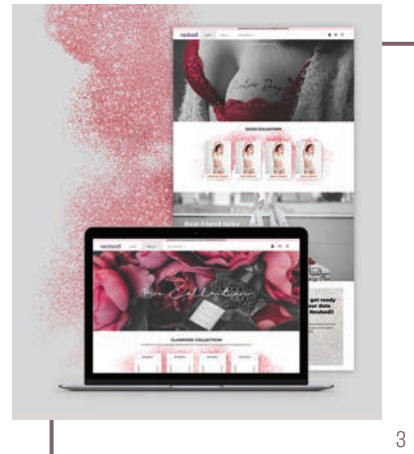
Chrystal Chao Ci Xin, silver winner for her project "Missing". Also, special prize IBDA winners are Iman Marisa and IBDA Idea: Lim Jia Yee & Haikal Azizi Bin Abul Bakar.



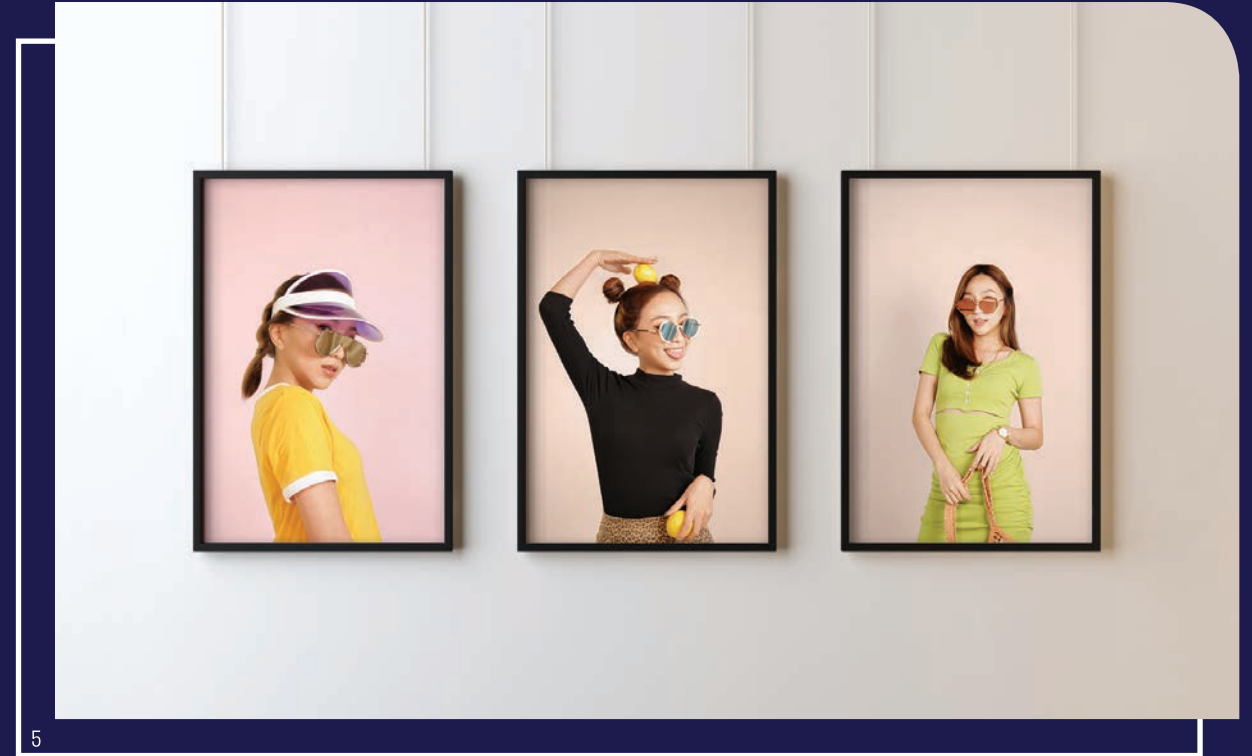
Malaysia  
eelinc@yahoo.com



# SEE CELIN

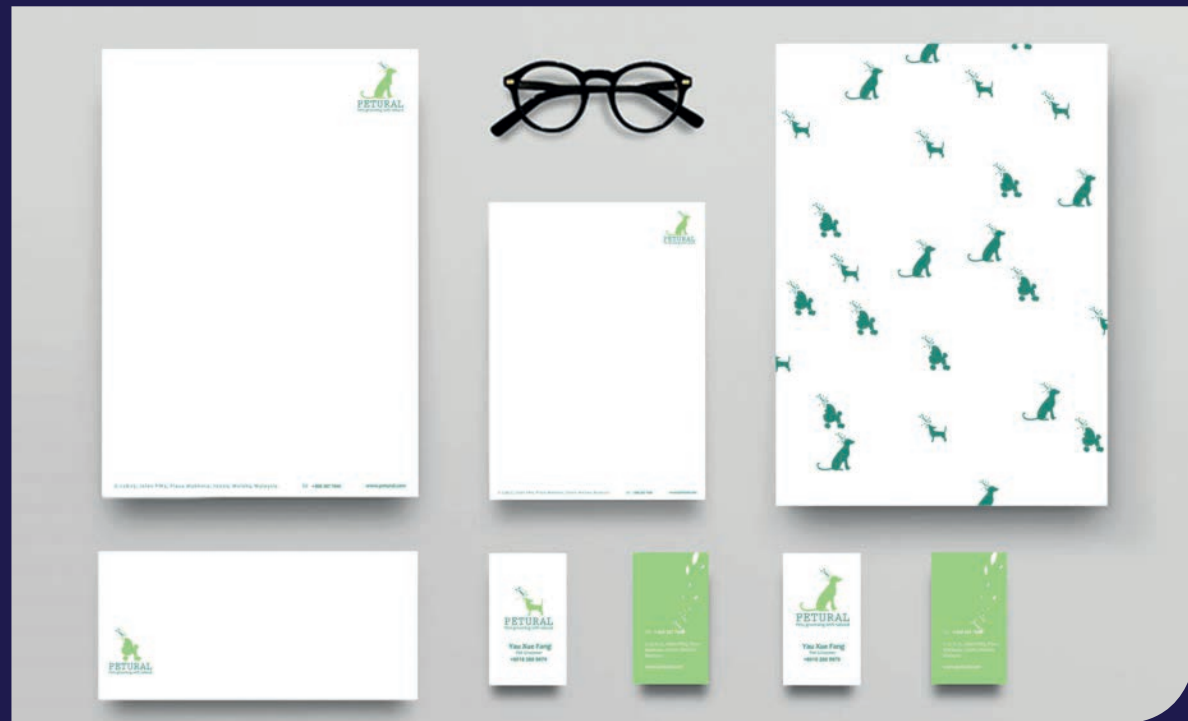


- 1 App Design - Yellow Monkey
- 2 Game Design - Food Fighter
- 3 Neubodi Microsite Design
- 4 Self Branding
- 5 Photoshoot & Styling - MOG Play Monster
- 6 Wallpaper Design - Dancheong Vibes





64



2

Malaysia  
xue\_fang\_y@hotmail.com



behance.net/fangjie1996116

# YAU XUE FANG

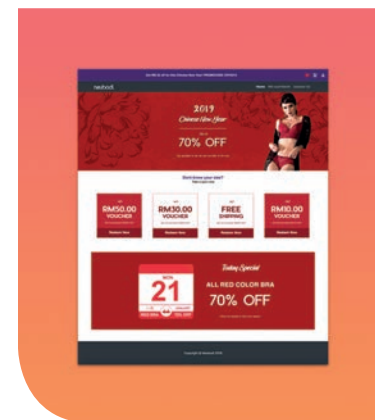
65



3



5



4



6

- 1 Game Design- Food Fighter
- 2 Identity System- Petural
- 3 Photography- MOG
- 4 Microsite- Neubodi
- 5 Game Design- Lottie
- 6 Interactive Design- Magic Bottle

Malaysia  
adrianna.daman@gmail.com



behance.net/adriannad08e

# ADRIANNA BINTI AHMAD DAMANHURI



1



4



2



5



3



6

- 1 Bangkok Travel
- 2 Octopus Sauce
- 3 Copenhagen Travel Brochure
- 4 Into The Galaxy
- 5 La Dios De los Muertos Card
- 6 Femme Festival



Clarins Pop up



Machi Mochi Flea Market



Samsung AR Doodle



Re'Kandle" KL Flea Market & Open Day

# RAFFLES KL HIGHLIGHTS

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# INTERIOR DESIGN

68

In mythology, the MUSES were 9 goddesses who symbolized the arts and sciences.

This Graduation, the Interior Design Department has produced NINE muses; 6 from our Advanced Diploma program and 3 from our partnership with Coventry University. Each of them bringing creative ideas to life.

As these 9 MUSES continue their journey as personified inspirations to other creative minds, the Interior Design Department continues to.....

*...ponder, contemplate, deliberate, evaluate, examine and explore*

on igniting more creative sparks and providing clues to create more masterpieces.

*Congratulations Graduands!*



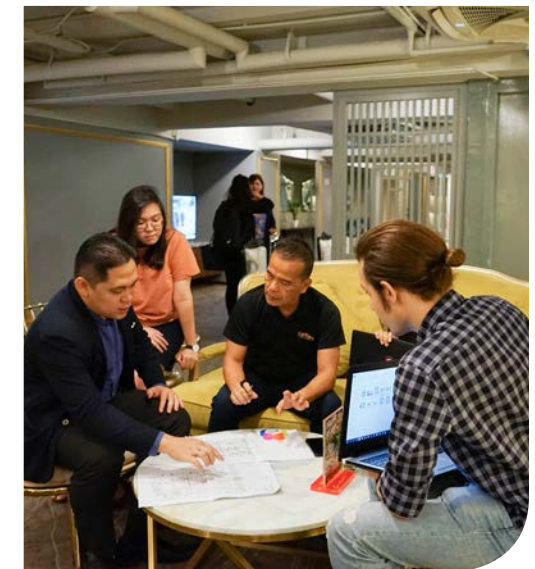
Alumni networking  
and celebration



Immersive experience  
@ Ipoh Arts Festival



Annual ID Department  
year end Christmas gathering



Collaboration with Cosmo Hotel  
on Hospitality design

69

Bangladesh  
zahi.0813@gmail.com



# MD ZAHIRUL ISLAM

- 1 Community Centre- Vertical Farming
- 2 Public Space- Submerged Garden
- 3 Cultural Visitor Centre Craft Store
- 4 Sectional Drawings Of Community Centre
- 5 Final Major Project- Site Analysis
- 6 Furniture Design- Molding Thyself Armchair



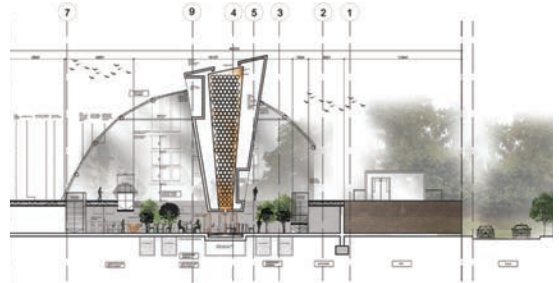
1



3



2



4



5



6



MOOK  
KYWEN



- 1 Community Centre Night Facade
- 2 Public Space- Fresh Produce Area
- 3 Community Space Cafe Design
- 4 Matrix- Furniture Design
- 5 Lobby of Homeless Centre
- 6 Pre-school Design



3



5



4



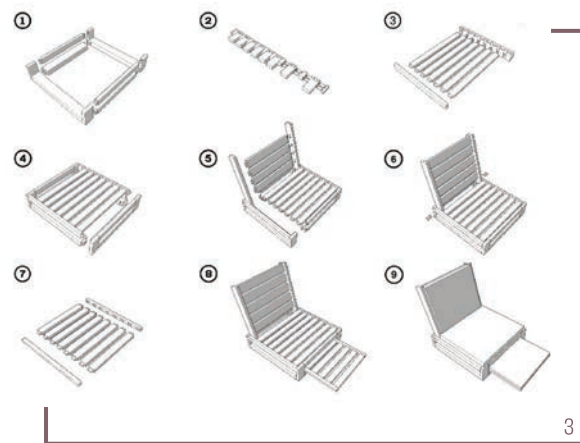
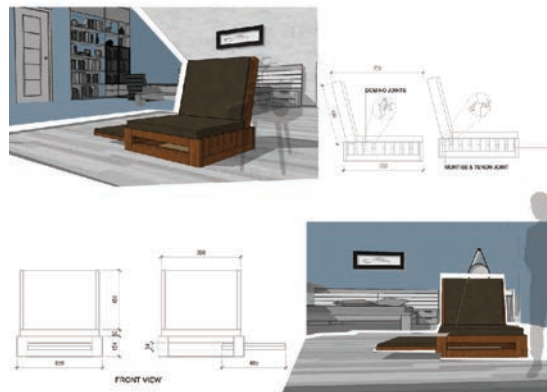
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Malaysia  
qitih991103@gmail.com



# LIANG CHI TIN

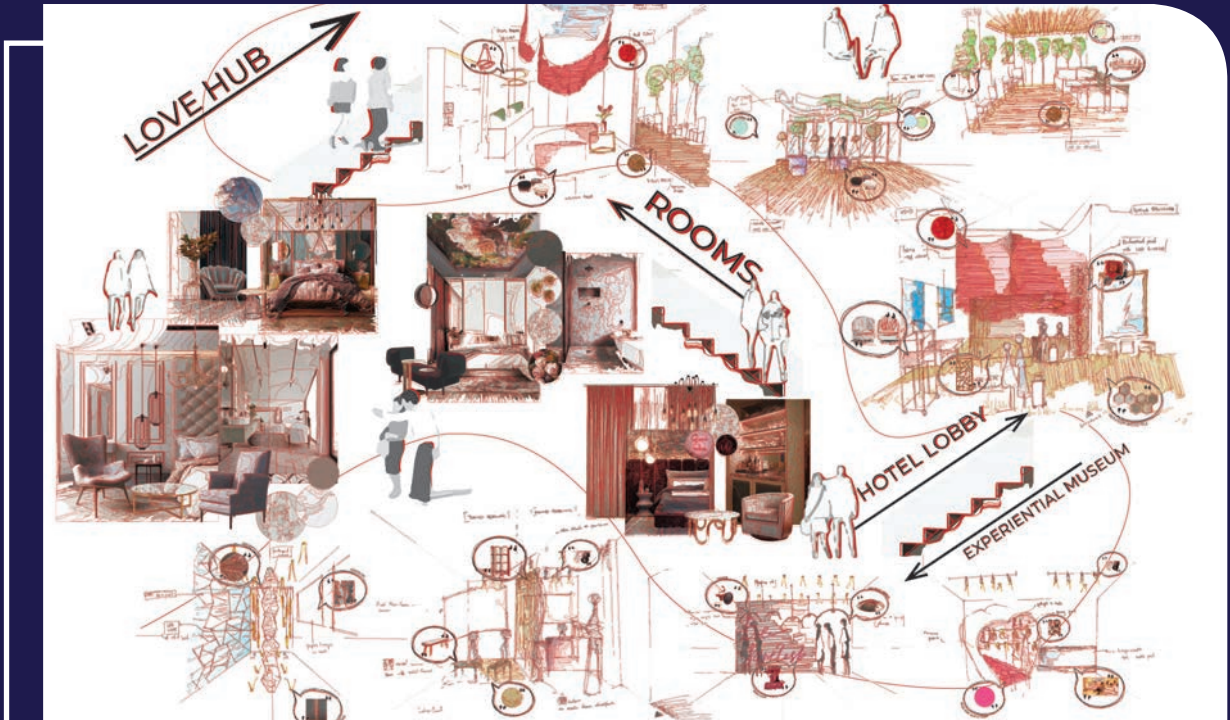
- 1 Dual Functional Chair Application
- 2 Outdoor Park Design
- 3 Dual Functional Chair Assemble Kit
- 4 Proposed Pavilion Design
- 5 Final Major Project- Design Journey
- 6 Public Space- Outdoor Seating Area



1

2

4



5



6



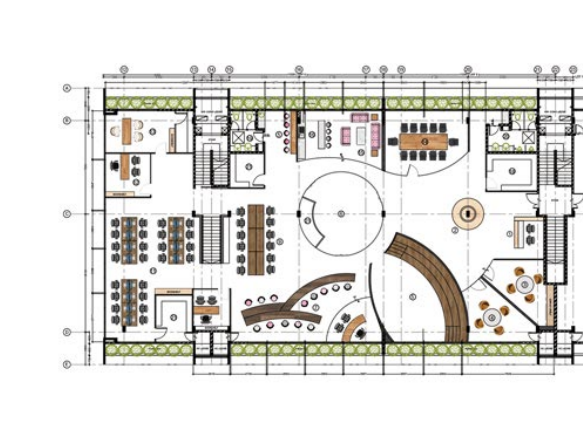
# AMBER ANASTASHIA WOONKIONG

- 1 3dsMAX Rendered Cashier Counter
- 2 Freehand Marker Rendering
- 3 Chair Design
- 4 Retail Display Area



# YONG WEN YI

- 1 3dCAD Exterior Rendering
- 2 Office Layout Plan
- 3 Freehand Marker Sketch
- 4 Retail Store Design

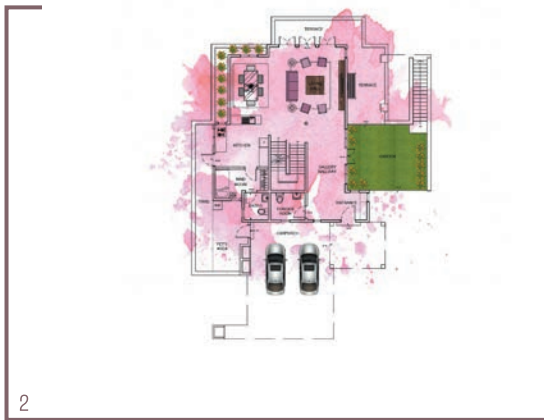
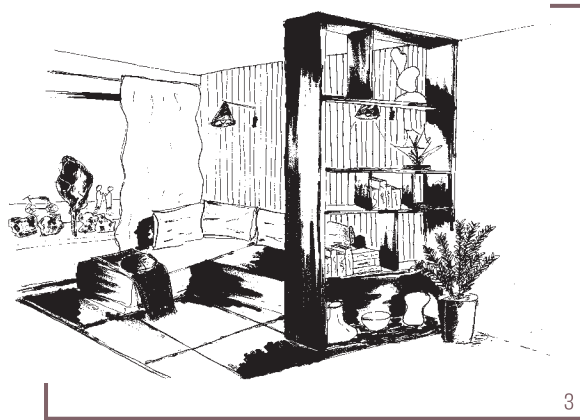




Malaysia  
choongxinyie@gmail.com

# CHOONG XIN YIE

- 1 3dsMAX Rendered Conference Room
- 2 Residential Floor Plan
- 3 Marker Rendering
- 4 3dsMAX Rendered Bedroom



78

Malaysia  
yuluvlin0112@gmail.com

# CHONG YI LIN

- 1 3dsMAX Rendered Entrance Foyer
- 2 Residential Floor Plan
- 3 Freehand Mix Media
- 4 3dsMAX Rendered Office Design



79



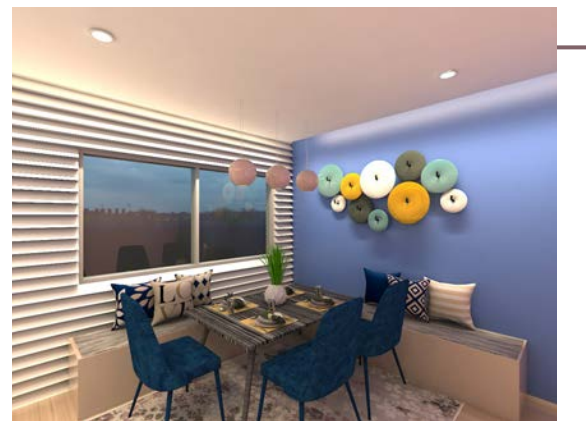
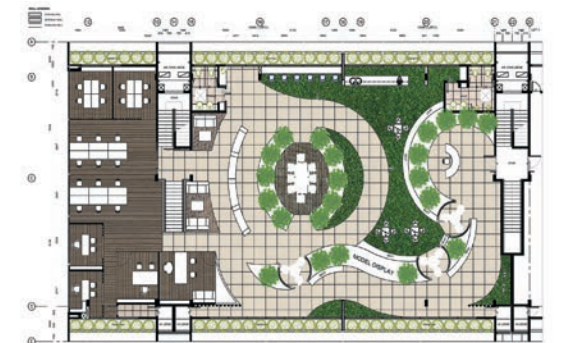
# HOH CHRISTINE CHENG

- 1 3dsMAX Rendered Dining Area
- 2 Freehand Marker Sketch
- 3 Office Layout Plan
- 4 3dsMAX Rendered Retail Store



# CHAN MEI JING

- 1 Cafe Design
- 2 Freehand Marker Rendering
- 3 Office Layout Plan
- 4 Residential Dining Area



# JEWELLERY DESIGN

Jewellery Design is a cross-disciplinary and multifaceted education that explores and analyses the relationship with the human body through 'wearable objects'.

Through theoretical issues and jewellery technologies, it nurtures exquisite concepts and contemporary ideas in developing research methodologies, design capabilities and technical skills.

More than just an academic discipline, like poetry, it is a window into the soul of humanity and a poignant reminder of our existence and destinies are deeply embedded and intertwined with the environment and lifestyles.



### Visual Conceptualization + Ideation

The research and creation of jewellery design proposals and principles that establish interaction between philosophies, aesthetics, functionality and usability.



### Digital Modelling + Visualisation

The analyzation and evaluation of components, properties, materials and characteristics of jewellery design ideas through CAD and visual applications.



### Jewellery Fabrication + Craftmanship

The specialization and integration of jewellery technical knowledge and fabrication skills in fostering future creative talents with industry competencies.



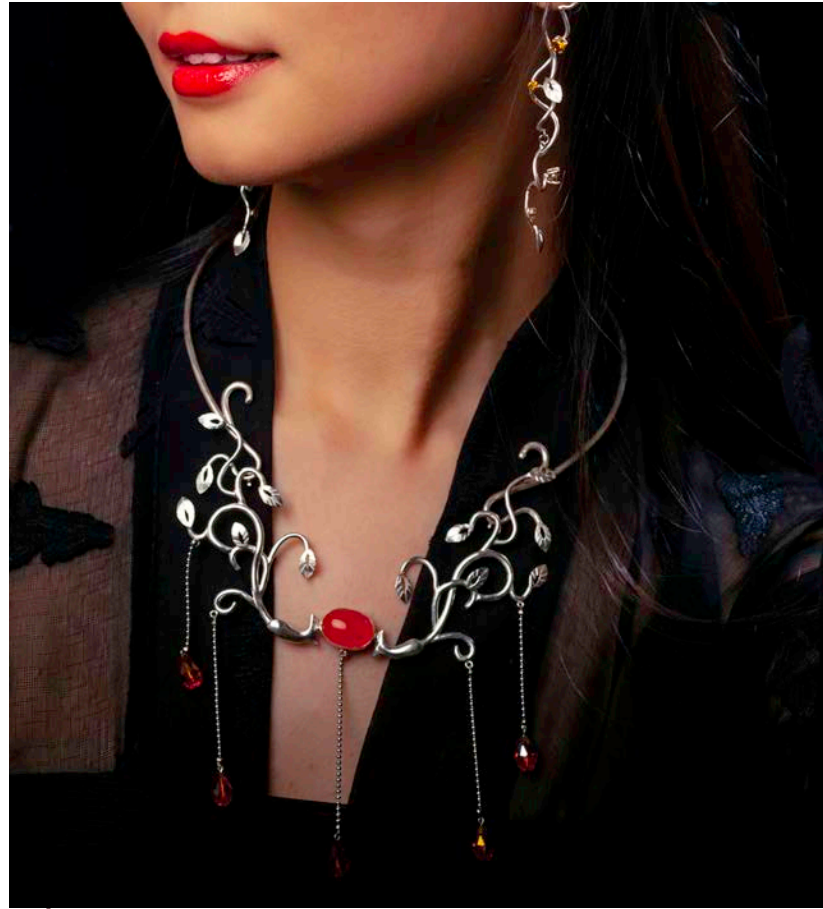
### Jewellery Styling + Photography

The composition of dynamic images, perspectives and layouts in the context of jewellery advertising and marketing through digital photography applications.

Malaysia  
jinling.siah@gmail.com



# SIAH JIN LING



A bridal jewelry collection inspired by a poem about a love story of a man and a woman who portray themselves as a male and female phoenix. The phoenix in this collection is a symbol of their commitment in relationship.

South Korea  
hyeweon-2000@hotmail.com



# KANG HYE WEON



Collections of bridal jewellery that epitomize the notion of 'Reality' and 'Fantasy' in marriage through society's pragmatic and utopian perceptions of relationships. The reality or illusion of marriage are not paralyzing hopelessness but the individual's right to be and choose.

Malaysia  
fychia057@hotmail.com



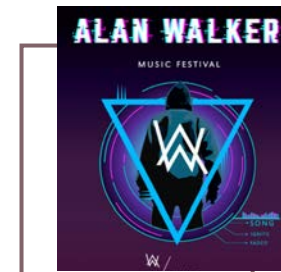
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FUYE



Conceptual pieces of bridal jewellery with abstract representations of 'Fire' and 'Ice' that symbolize the luminescence and preservation of marriage. Through the ignition of inspirations and crystallization of aspirations, it embodies the rejuvenation and convergence of interwoven cultures and families.

66

# CERTIFICATE IN DESIGN



Malaysia  
bronzewee123@gmail.com

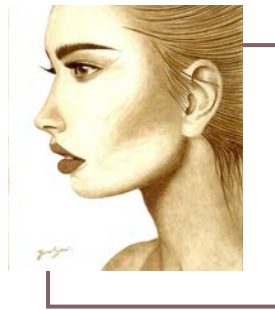
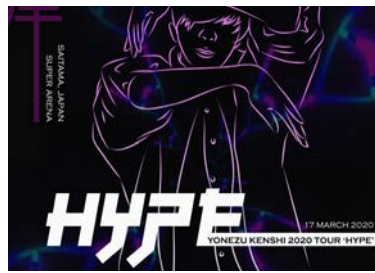


CALVIN WEE  
KAI RUENG

Malaysia  
1017yensann@gmail.com



CHOY  
YEN SAN



Malaysia  
mr.juzm3@gmail.com



LIM  
PENG SUI



Malaysia  
shwudyi65@gmail.com



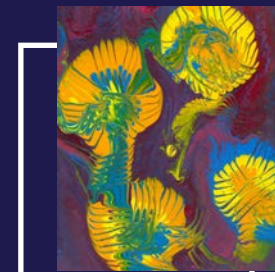
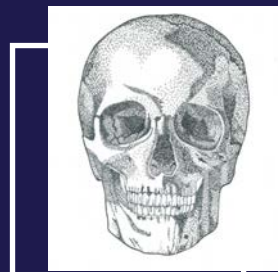
TIONG  
SHWU DYI



Malaysia  
missnediya@gmail.com



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+6016-3399 191



+603-2145 3116



www.scca.asia



# EDITORIAL TEAM



**Amanda Woon**  
Editor + Art Direction

**Dickson Lim**  
Digital Marketer





T+603 2164 1059

F+603 2161 1063

[www.raffles.edu.my](http://www.raffles.edu.my)



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